

Message Text

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PAGE 01 STATE 035473

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ORIGIN COME-00

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EB/OCA/BR:IAWILLIAMSON

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R 150332Z FEB 75

FM SECSTATE WASHDC

TO AMEMBASSY TAIPEI

UNCLAS STATE 035473

E.O. 11652 N/A

TAGS: BEXP TW

SUBJECT: FY-1977 TRADE PROMOTION PROGRAM-PROPOSED

MACHINE TOOL EXHIBITION

1. NATIONAL MACHINE TOOL BUILDERS ASSOCIATION (NMTBA) HAS EXPRESSED INTEREST TO OIM IN COMMERCE/NMTBA JOINT SPONSORSHIP OF A MAJOR MACHINE TOOL EXHIBITION IN THE FAR EAST IN CY 1977. TAIPEI IS BEING CONSIDERED AS A POSSIBLE SITE FOR THIS EXHIBITION.

2. TO TAKE ADVANTAGE OF ADDITIONAL POTENTIAL ATTENDEES FROM AMONG OVERSEAS CHINESE WHO VISIT TAIWAN FOR THE "DOUBLE TEN" HOLIDAY, THE EVENT COULD BE SCHEDULED FOR SEPTEMBER/OCTOBER 1977. THE SPRING OF 1977 COULD ALSO BE CONSIDERED, ESPECIALLY IF THE POST FEELS THAT TEN/TEN WOULD NOT OFFER A SUBSTANTIAL ADDITIONAL NUMBER OF ATTENDEE'S AND BUYERS FROM OUTSIDE TAIWAN.

3. WE ENVISION A 30-40 PARTICIPANT EXHIBITION, REQUIRING A SITE CAPABLE OF ACCOMODATING DISPLAYS OF LARGE AND HEAVY EQUIPMENT. NMTBA WILLING TO SUPPORT PROCUREMENT OF EVENT IF SUFFICIENT LEAD TIME AVAILABLE, WHICH THEY ESTIMATE TO BE AT LEAST 15 MONTHS.

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PAGE 02 STATE 035473

4. EMBASSY/TRADE CENTER COMMENTS ARE REQUESTED ON

VIABILITY OF SUCH AN EXHIBITION, AND, IF FAVORABLE, THE
THE MOST DESIREABLE TIME TO SCHEDULE EVENT. IS A SUIT-
ABLE SITE AVAILABLE FOR THE TIME PERIOD SUGGESTED?
CAN OPTION BE TAKEN ON POTENTIAL SITES? PLEASE ADVISE

POST'S REACTION ALONG WITH COMMENTS YOU FEEL PERTINENT. INGERSOLL

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